Marlboro

Country Nights

DANCE SHOWDOWN

2071211595

OFFICIAL GUIDEBOOK

Source: https://www.industrydocuments.ucsf.edu/docs/zlhn0004

The MARLBORO COUNTRY NIGHTS DANCE SHOWDOWN '96 was designed to increase sales and traffic for the club, while reinforcing the imagery of the Marlboro brand. This contest is intended to be **the biggest single promotion for the country night club industry in 1996.** We have created this guidebook to simplify the steps to a successful event.

The guidebook will help you present a professional dance competition that will be entertaining to watch and exciting for competitors. The guide covers all aspects of the contest, from types of dances to be performed, to judges forms and rules, to prizes and awards. We would like you to carefully examine the contents so you will be familiar with all aspects of the competition. Please feel free to call if you have questions about the contest or if you need more input. Thank you and good luck!

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OVERVIEW

The Marlboro Country Nights Dance Showdown, the nation's largest and richest country dance contest, is open to amateur dance couples who are at least 21 years of age. Contestants will each perform three dances - a two-step, a waltz, and a swing. They will be rated on a scale of one to ten by a group of qualified judges on each of these dances. The couple with the highest combined score will be declared the winner of the competition and will advance to the next phase.

The contest will be held in three phases as follows:

PHASE I (Local Competition)

Weekly dance competitions will be held in seventy-five of the top country dance clubs across the country as follows:

(a) **September 12 - September 28 -** Clubs in the Northern Region will hold a three week local contest, with their own local finals in the third week. All first place winners on the local level will advance to compete at the Northern Regional Competition in Cleveland, OH on October 11th.

(b) **September 19 - October 5 -** Clubs in the Southwest Region will hold a three week local contest, with their own local finals in the third week. All first place winners on the local level will advance to compete at the Southwest Regional Competition in Albuquerque, NM on October 17th.

(c) **September 26 - October 12 -** Clubs in the Southeast Region will hold a three week local contest, with their own local finals in the third week. All first place winners on the local level will advance to compete in the Southeast Regional Competition in Charlotte, NC on October 25th.

(d) **October 3 - October 19 -** Clubs in the mid-West Region will hold a three week local contest, with their own local finals in the third week. All first place winners on the local level will advance to compete in the mid-West Regional Competition in Indianapolis, IN on November 1st.

(e) **October 10 - October 26 -** Clubs in the West Coast Region will hold a three week local contest, with their own local finals in the third week. All first place winners on the local level will advance to compete in the West Coast Regional Competition in Tucson, AZ on November 8th.

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PHASE II

Winners at the Local Club Championship level will advance to one of five Regional Finals as follows:

Northern Region	Friday	October 11	Cleveland, OH
Southwest Region	Thursday	October 17	Albuquerque, NM
Southeast Region	Friday	October 25	Charlotte, NC
Mid-West Region	Friday	November 1	Indianapolis, IN
West Coast Region	Friday	November 8	Tucson, AZ

The first place couple from each of these regions will advance to compete at the national finals on November 22nd in Dallas, TX.

PHASE III (National Competition)

Winners at each Regional Final advance to the National Championships

November 22nd - National finals to be held at Cowboys in Dallas, TX featuring all five regional (couples) winners.

PRIZES

Club Finalists:	1st Place -	$500 Cash (Per Couple)
	2nd Place -	$250 Cash (Per Couple)
	3rd Place -	$100 Cash (Per Couple)
Regional Finalists:	1st Place -	$1,500 Cash (Per Couple)
	2nd Place -	$1,000 Cash (Per Couple)
	3rd Place -	$500 Cash (Per Couple)
National Finalists:	1st Place -	$10,000 Cash (Per Couple)
	2nd Place -	$5,000 Cash (Per Couple)
	3rd Place -	$2,500 Cash (Per Couple)

Note: The club may provide additional prizes from local merchants (i.e. dinners, jewelry, western wear, etc.). All sub-sponsors are subject to final, advance approval by Marlboro.

Prize vouchers will be awarded to the winners at the finals and cashiers checks will be forwarded directly to each winner via certified mail. Each individual will receive a cashiers check for fifty percent of the prize awarded. Taxes on the prizes awarded are the responsibility of the winners.

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GENERAL INFORMATION AND OBJECTIVES

The Marlboro Country Nights Dance Showdown '96 is an amateur dance contest held in 81 clubs across the country. Under the direction of CCE, Event Coordinators "EC's" have been hired to handle all aspects of the local competition from set up to final recap. If there are ever any problems or questions do not hesitate to contact Country Club Enterprizes, Inc. "CCE" for clarification or assistance.

- Each local contest will run a total of 5 weeks (2 weeks of set up, 2 weeks of preliminaries, and 1 week of club finals).
- Actual contest will be held on the same night each weekend (Thursday, Friday, or Saturday only) for the three weeks during specific dates for that region (see calendar page 15).
- 1st, 2nd, and 3rd place couples from both weeks prelims will advance to club finals.
- 1st place couple at local club finals will advance to Regional competition plus be awarded 1st place cash prize certificate; 2nd and 3rd place couples receive cash prizes (see prizes page 3).
- 1st place couples at each of the five Regional competitions will advance to Dallas, TX to compete in the National Finals for a grand prize of $10,000 cash.
- Club management may provide additional prizes from local merchants (i.e. dinners, jewelry, western wear, etc.). All additional sponsors must be submitted in writing for approval in advance.
- Two Marlboro staff members will be on hand in the club each of the contest nights for the purpose of assisting in setting up promotional materials, distributing Marlboro merchandise to, and collecting names and addresses of, smokers age 21 or older present. The Event Coordinator "EC" will assist in supervising the efforts of these reps.
- All contest materials will be shipped directly to EC (see list page 6). Since quantities can be quite large requiring substantial storage space, EC's must advise CCE if their home or office does not contain adequate storage space.
- Marlboro representatives will make random on-site stops throughout the the contest (prelims) to lend additional support to the EC and monitor early activity in the program.
- Press coverage of your event will be arranged through Tip Nunn's Events (Phone#: (303) 237-0616, Fax #: (303) 237-0609). All local press should be referred to them.

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EVENT COORDINATOR
SIMPLIFIED CHRONOLOGICAL INSTRUCTIONS

1) Complete and return the EC Profile form to CCE.

2) Read, sign, and return Event Coordinator Agreement to CCE.

3) Contact Travel Agents International (1-800-666-6750) in Nashville, TN to arrange travel for EC orientation meeting with CCE and Marlboro representatives in advance of the start of the program (see calendar for city and date page 15).

4) Attend EC orientation meeting.

5) Meet with club designated as site of your local Marlboro Country Nights Dance Showdown '96 competition to confirm dates of contest and set up.

6) Schedule second club meeting to go over details and objectives of local contest with management, DJ, Promotion personnel, Dance Instructor and corporate office if necessary.

7) Inventory all Marlboro items upon arrival and report to CCE on quantities received. If there is damage or if anything is missing, contact CCE immediately in order to rectify the problem. A checklist with quantities will be mailed to each EC one to two weeks prior to shipment of materials.

8) Contact people you want to be judges and confirm their participation for the entire three weeks. Qualified Judges (UCWDC, NTA, or persons with a minimum of five years competition experience) preferred. A minimum of 3, but no more than 5, judges are needed.

9) Deliver an adequate amount of Marlboro banners, posters , bar materials, and other contest oriented items prior to clubs opening time on first day of set up and dress club (print contest date and time on posters). The EC will ensure that all Marlboro promotional materials are displayed in prominent locations throughout the five week campaign (all tables, bars, around dance floor, and in other high volume/high visibility areas).

10) Have DJ start playing the audio ad contest announcement spots from the Marlboro CD and tag all contest updates live at end of spots at least twice per night. Get club employees involved by having them inform their customers about the contest.

11) The EC will ensure that counter cards are stocked with entry forms and displayed on the nights that EC is not in the club. Entry forms filled out on non-promotion nights should be turned into the DJ booth. The EC will collect completed entry forms from the DJ. **Maximum limit of 12 couples per contest night.**

12) Follow weekly instructions on page 14.

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MATERIALS

Marlboro will support the EC with the following Country Nights Dance Showdown '96 promotional items: (actual quantities will be determined by club size)

VISIBILITY

- 3' x 6' and 4' x 10' Banners
- 2' x 3' Posters (Local version to have contest date/time written in)
- Counter Display Card and Entry Forms which are inserted into pocket on card
- Plastic Table Stands and Card Inserts

STAFF UNIFORMS (for employees over 21 years of age and name generation staff)

- T-Shirts (XL)
- Caps

BAR MATERIALS

- Napkins
- Coasters
- Stirrers
- Cups
- Bar Organizers
- Ashtrays

NAME GENERATION MATERIALS

- Lighters
- Flashlight Pens
- Satchels
- Name Gen Cards (100/pad) and Envelope for storing and shipment (Envelopes must have name of club written on it by EC or Staff)
- Pre-addressed and postmarked envelopes for mailing cards

CONTEST MATERIALS

- Program Materials Folder given out at EC meeting containing the following:
  - Official Guidebook
  - Club contract for reference
  - Name Generation Format (Instructions)
  - Publicity/Liability Release
    (to be filled out by contest winners prior to traveling to finals)
  - Prize Certificates (1st, 2nd, and 3rd place)
  - Weekly Contestant List
  - Weekly Contest Summary Sheet
  - Event Coordinator Recap Form
  - Materials Checklist
  - Publicity Support Summary
  - Media Card
  - Contact Card
- Audio Advertisement on CD

JUDGES SUPPLIES

- Guidelines / Criteria
- Judging Form
- Pens
- Credentials and Lanyards
- Clip Boards

Note: All of the above will be delivered to the event coordinator at least two weeks prior to first set-up date. Please call CCE at 615/383-4000 if you have not received all of the above materials two weeks in advance of your first set-up date.

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OFFICIAL RULES

1. **Contestants must be 21 years of age or older.**
2. Contestants must enter as a couple and continue to compete as a couple. Couples will compete in groups of three (3) or six (6) couples (at discretion of club).
3. Participation is limited to 12 couples per week.
4. Contestants must be present at the club one hour before the contest begins. Order of appearance will be determined by contestants drawing numbers.
5. The assigned number for each couple will appear on the vest/bib which will be worn by the male contestant.
6. Each couple will be required to dance three (3) dances: a two step, a waltz, and a swing.
7. Each group of couples will dance to pre-chosen songs for the two step, waltz, and swing.
8. After all contestants have performed, a break will be taken to tally the scores. All contestants must remain in the club until the winners are announced and prizes are awarded.
9. Contestants will be judged on precision, accuracy of dance step, showmanship and sportsmanship. The judges will use a scale of 1 to 10 in each category. The highest total points will determine the winning couple.
10. Dance Instructors (NTA, NACDI, etc.) and professional dancers may not compete in this contest. No contestant may currently be or previously have been employed as a dance instructor , assistant to a dance instructor or partner of a dance instructor, in either a club or a dance studio. If it is found that dance instructors have competed, they will be disqualified and their prizes will be awarded to the 1st runner-up, the 1st runner-up prizes will be awarded to the second runner-up, and the 2nd runner-up prizes will be awarded to the the alternate couple.
11. Competitors who have competed in Division 1, 2, 3, or 4, in a UCWDC, ATCDA, CWDI, or other event sponsored or sanctioned by a professional dance organization are ineligible.
12. Individuals who have received compensation in the form of trips to regional or national events of a nation wide dance contest are ineligible.
13. Contestants must be available to travel on weekdays to regionals and national finals if awarded first prize. Prior to travel, contestants must sign a publicity/liability release or an alternate winner will be selected.
14. Individual (or couple) contestants will be allowed to enter only one local competition throughout the term of the 1996 event.
15. Couples will wear western attire during competition including western style boots. Western or "cowboy" hats are optional.
16. Any contestant, couple, or associates thereof who create a disturbance or interfere with the activities of a contest official at any time may be disqualified by that official.
17. Contestants may not perform moves where one partner's feet are off the floor at any time during competition nor may they perform moves where one partner's head is below waist level of the other. "Lifts", "Drops" or Acrobatic moves are prohibited.
18. Contestants must start each dance in "closed" position.

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JUDGES' GUIDELINES/CRITERIA

1. Judging will be based on precision, accuracy of dance step, showmanship, and sportsmanship.

2. All male contestants will wear a bib/vest with identifying numbers displayed during all three (3) dances.

3. Contestants may not perform moves where one partner's feet are off of the floor at any time during competition nor may they perform moves where one partner's head is below waist level of the other. "Lifts", "Drops", or acrobatic moves are prohibited.

4. Contestants must start each dance in "closed" position.

5. Each couple will be introduced by number and name for each of the dances.

6. Make sure your scores are completed for each dance. The first dance is an up tempo two step. The second dance is a waltz and the third dance is a swing.

7. Scoring is from 1 to 10 (1 lowest and 10 highest) in each category. The highest total points will determine the winning couple. Scores will be tabulated in either whole numbers or .5 increments. No other point system is allowed.

8. The lowest total score on one of the three dances of each couple will be "dropped." However, that third and lowest score will be used if a tiebreaker rule is instituted.

9. In the event of a tie score, the winners will be chosen based on the highest score of the two step. If there is a tie in the two step, the winners will be chosen from the score of the swing. If there is still a tie score, the highest score of the waltz will be chosen.

10. Each judge will be provided with a clipboard, pen and a judging sheet.

11. Each judge will be required to judge fairly with no bias or favoritism.

12. Judges will judge all couples for the entire duration of each round of competition.

13. All judges must abstain from consuming alcohol until scores for the final competition have been submitted.

14. Couples will wear western attire during competition including western style boots. Western or "cowboy" hats are optional. Points will not be deducted from couples scores should any contestant elect not to wear western or "cowboy" hats.

15. Judging forms will be collected after each round for score tabulation. At club preliminaries the EC will tabulate the scores between rounds in a secure, private area. At regional and national finals a Marlboro representative will tabulate the scores.

16. Scores are to be kept confidential at all times. Contestants are not to be allowed to view scores at any time.

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AIRFARE/HOTEL INFORMATION FOR REGIONAL AND NATIONAL FINALS

Airfare and hotel accommodations will be provided for the 1st place club finalists to the host city to compete in their regional and the national competition. Tickets, confirmations, travel itineraries, agendas, cashier's checks and detailed instructions will be mailed to winning couples upon confirmation of winning status. Finalists will be required to complete publicity/liability releases prior to travel or alternate winners will be selected.

Note: Hotel rooms will be prepaid in the names of the winners. Two rooms will be provided for non-married couples who do not wish to share the same room. All charges other than cost of the room such as, phone calls, tips, meals, movies, etc., are the responsibility of the contestant and must be paid at checkout.

Travel arrangements will be handled by Travel Agents International of Nashville, TN (1-800-666-6750). The winners must arrange travel by midnight on the Monday immediately following club finals.

1st place winners within approximately 100 miles of the regional contest destination will be required to travel by car to the event and will be allotted a $50.00 gasoline allowance.

It is imperative that you forward the contest recap form to CCE via mail or fax immediately following your club's final fifth week event. We will have less than two weeks to return prize packages to those advancing to the regionals. (FAX #615/383-4434)

MARLBORO COUNTRY NIGHTS DANCE SHOWDOWN STAFF

Two staff members (hired by Phoenix Marketing) will be on hand each night of competition. The EC should assist them in the performance of the following:

- Placement of banners
- Distribution of bar materials
  - Bar Organizers
  - Table Stands
  - Stirrers
  - Napkins/Coasters
  - Cups
  - Ashtrays
- Set up of table for distribution of promotional items and name generation/survey cards to smokers 21 and older.
- Hanging of Marlboro banners on stage (there should be no other banners on stage) and dance floor where possible and in other mutually agreed upon locations throughout the club.

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Contest Night Checklist

The following is a list of points that you will want to make sure happen each night.

- All promotional material is in place and properly displayed.
- A holding area near the dance floor has been secured for contestants (a set of reserved tables or roped off area).
- A secure, private room is available for the tabulation of scores.
- Club personnel and contestants are aware of and understand the contest format.
- EC and DJ have selected music for the contest.
- Prize packages are complete and ready.
- Marlboro staff are set up at a table in a high volume area.
- Club staff 21 and older are wearing Marlboro shirts and/or caps.
- Announcements are being made on a regular basis utilizing the audio CD.
- Contestants who have previously signed up arrive at least 1 hour before first round.
- Alternates are located for no show contestants.
- All contestant entry forms are properly and legibly filled out.
- Emcee (if using any other than yourself or DJ) arrives at least 1 hour before first round.
- Emcee has sponsor information on 3x5 card.
- Emcee has prize information and other important contest information listed on 3x5 card.
- Emcee has judges names and any other pertinent information on 3x5 card.
- Emcee has contestant bios on 3x5 cards and arranged in order of appearance.
- All judges are in the club at least 1 hour before first round.
- All judges have copies of and understand the judging criteria.
- All judges have judging forms, clipboard, and a pen.
- Male contestants have, and are wearing, supplied bibs/vests throughout the contest.

It is suggested that you hold a meeting very early in the evening or afternoon each contest night to discuss the night's events with the following people:

- Club management, Marlboro on-site representatives, and key employees (Music/Promotions Director, Dance Instructor, Head of Security, Head Waitress, etc.)

- Contestants – discuss the format and judging criteria and answer any questions that they may have regarding the contest. If you have any entry forms that are not completed and signed, have contestants complete forms at this meeting. During the course of this meeting draw contestant numbers and distribute bibs to the male competitors.

- Judges – clarify guidelines and criteria and confirm their understanding of the judging process. Distribute judging criteria, judging forms, pens and clipboards to the judges.

On the following pages are suggested formats for your contest. Once you decide on a format stay with it through the entire contest run.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlhn0004

Format #1

Using 2 segments: one 40 minutes long for competitions
one 10 minutes long for awarding prizes

6:00 pm	Meeting with club manager, DJ, Head security, EC, and Dance Instructor, to discuss format (see attached meeting checklist).
6:30 pm	Announcement from DJ booth that anyone who has not yet signed up for contest report to Marlboro Table. (Marlboro Country Nights Dance Showdown '96 must be mentioned in all announcements.) Play CD ad provided.
7:00 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
7:30 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
8:00 pm	Announcement from DJ booth. Play CD ad. Continue personal solicitation until 12 couples are reached. Continue announcements every 1/2 hour until 9:30 pm.
9:30 pm	Announcement from DJ booth stating that there are only 15 minutes left for sign ups. Play CD ad.
9:45 pm	Close sign ups and position judges (enlisting assistance of Security personnel). Call contestants to contestant "holding area".
9:50 pm	Emcee introduces the contest and explains that it runs for two weeks of preliminaries and 1 week of club finals in the third week. Emcee informs the audience of the Regional and National Finals and describes the prizes for all phases of the competition. Emcee introduces judges and reads bios and acknowledges sponsors.
10:00 pm	Begin two step portion of contest After first round reposition contestants on dance floor Begin waltz portion of contest After waltz reposition contestants on dance floor Begin swing portion of contest
10:40 pm	Emcee stops contest, thanks Marlboro, CCE and other sponsors, and tells the crowd that winners will be announced at 11:00.
10:50 pm	Announcement from DJ booth to have all contestants gather at the contestant "holding area".
11:00 pm	Clear the dance floor and bring all couples out in line. Emcee thanks sponsors and announces winners 3rd place, 2nd place, 1st place. Each winner will be given a cash prize voucher and letter of agreement onstage.*
11:20 pm	Return to normal format.

* If the club has a stage area or a raised area it is encouraged that this area be used for winners announcements.

Note: Between each round of the contest the EC will take up all scoring sheets from the judges and tabulate in a secure, private area. Scores are to be kept confidential.

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Format #2

Using 4 segments: three 10 minutes long for competitions
one 10 minutes long for awarding prizes

6:00 pm	Meeting with club manager, DJ, Head security, EC, and Dance Instructor, to discuss format (see attached meeting checklist).
6:30 pm	Announcement from DJ booth that anyone who has not yet signed up for contest report to Marlboro Table. (Marlboro Country Nights Dance Showdown '96 must be mentioned in all announcements.) Play CD ad.
7:00 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
7:30 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
8:00 pm	Announcement from DJ booth. Play CD ad. Continue personal solicitation until 12 couples are reached. Play CD ads every 1/2 hour until 9:30 pm.
9:30 pm	Announcement from DJ booth stating that there are only 15 minutes left for sign ups. Play CD ad.
9:45 pm	Close sign ups and position judges (enlisting assistance of Security personnel). Call contestants to contestant "holding area".
10:00 pm	Clear dance floor, have emcee announce the contest thanking Marlboro, CCE, and any other sponsors. Announce the format of the contest and begin first round (two-step).
10:10 pm	End first round of contest (return to normal club format).
10:30 pm	Announcement from booth about waltz coming up at 10:40.
10:40 pm	Clear dance floor, emcee work the crowd for participation. Begin waltz.
10:50 pm	Return to normal format.
11:15 pm	Announcement from DJ booth about final round coming up at 11:30 pm.
11:30 pm	Clear dance floor, emcee announce prelims next week (if applicable). Begin swing.
11:40 pm	Emcee stops contest, thanks Marlboro, CCE and other sponsors, and tells the crowd that winners will be announced at 12:00.
11:50 pm	Announcement from DJ booth to have all contestants gather at the contestant "holding area".
12:00 am	Clear the dance floor and bring all couples out in line. Emcee thanks sponsors and announces winners 3rd place, 2nd place, 1st place. Each winner will be given a cash prize voucher and letter of agreement onstage.*
12:10 am	Return to normal format.

* If the club has a stage area or a raised area it is encouraged that this area be used for winners announcements.

Note: Between each round of the contest the EC will take up all scoring sheets from the judges and tabulate in a secure, private area. Scores are to be kept confidential.

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Format # 3

Using 4 segments: three 10 minutes long for competitions
one 10 minutes long for awarding prizes

6:00 pm	Meeting with club manager, DJ, Head Security, EC, and Dance Instructor, to discuss format (see attached meeting checklist).
6:30 pm	Announcement from DJ booth that anyone who has not yet signed up for contest report to Marlboro Table. (Marlboro Country Nights Dance Showdown '96 must be mentioned in all announcements). Play CD ad.
7:00 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
7:30 pm	Repeat announcement adding dollar value amount of prizes. Play CD ad.
8:00 pm	Announcement from DJ booth. PLay CD ad. Continue personal solicitation until 12 couples are reached.
8:30 pm	Announcement from DJ booth stating that there are only 15 minutes left for sign ups. Play CD ad.
8:45 pm	Close sign ups and position judges (enlisting assistance of Security personnel). Call contestants to contestant holding area.
9:00 pm	Clear dance floor, have emcee announce the contest thanking Marlboro, CCE, and any other sponsors. Announce the format of the contest and begin first round (two step) .
9:10 pm	End first round of contest (return to normal club format).
9:30 pm	Announcement from booth about waltz coming up at 10:00.
10:00 pm	Clear dance floor, emcee work the crowd for participation. Begin waltz.
10:10 pm	Return to normal format.
10:30 pm	Announcement from DJ booth about final round coming up at 11:00 pm.
11:00 pm	Clear dance floor, emcee announce prelims next week (if applicable). Begin swing.
11:10 pm	Emcee stops contest, thanks Marlboro, CCE and other sponsors, and tells the crowd that winners will be announced at 12:00.
11:50 pm	Announcement from DJ booth to have all contestants gather in the contestant "holding area".
12:00 am	Clear the dance floor and bring all couples out in line. Emcee thanks sponsors and announces winners 3rd place, 2nd place, 1st place. Each winner will be given a cash prize voucher and letter of agreement onstage.*
12:10 am	Return to normal format.

* If the club has a stage area or a raised area it is encouraged that this area be used for winners announcements.

Note: Between each round of the contest the EC will take up all scoring sheets from the judges and tabulate in a secure, private area. Scores are to be kept confidential.

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WEEKLY RESPONSIBILITIES

- Be present at venue each weekend (Thursday, Friday or Saturday) for 2 weeks of set up and 3 weeks of contest.
- Ensure that all contestants are social dancers and NOT dance instructors, professional dancers, or have not previously competed in a professionally sponsored (UCWDC, ATCDA, CWDI, etc.) sanctioned or sponsored event at any level.
- Adhere to the Official Rules as referred to in the Official Guidelines and Entry Forms.
- Be sure all club personnel 21years of age and older are wearing Marlboro Showdown hats and/or t-shirts (wait staff, bartenders, door people, bar backs, etc.).
- Award prize certificates to club finalists ($500 per couple for 1st Place, $250 per couple for 2nd Place, and $100 per couple for 3rd Place) and confirm travel dates with 1st Place couple for regional event.

Set Up

1st & 2nd Weeks

- Talk up contest with club management, DJ's, and Dance Instructor(s)
- Encourage DJ to play audio ad CD spots
- Check location and condition of signage and bar materials
- Pick up completed entry forms from DJ booth
- Solicit and register contestants for coming weeks competitions
- *Make copies of and submit all original registration forms to CCE by mail each* Monday
- Report to CCE club response and activity to date

Contest Prelims

3rd & 4th Weeks

- Implement all aspects of preliminary contests
- Encourage DJ to play audio ad CD spots
- Talk up contest with club management, DJ's, and Dance Instructor(s)
- Check location and condition of signage and bar materials
- Pick up completed entry forms from DJ booth
- Solicit and register contestants for coming weeks competitions
- Help supervise Marlboro staff
- Inform preliminary winners (1st, 2nd, and 3rd place) of date and time for club finals
- Call Phoenix Marketing to report number of names generated
- Store name generation cards in envelope provided
- Make copies of and submit all original registration forms to CCE by mail each Monday
- Submit registration forms of winners (1st, 2nd, and 3rd places) to Tip Nunn's Events via fax by 12:00 noon (CST) Monday (303) 237-0609
- Report to CCE club response and activity to date

Club Finals

5th Week

- Implement and oversee club finals
- Encourage DJ to play audio ad CD spots
- Talk up contest with club management, DJ's, and Dance Instructor(s)
- Check location and condition of signage and bar materials
- Help supervise Marlboro staff
- Award prize certificates to club finalists
- Submit registration forms of winners (1st, 2nd, and 3rd places) to Tip Nunn's Events via fax by 12:00 noon (CST) Monday (303) 237-0609
- Call Phoenix Marketing to report number of names generated
- Store name generation cards in envelope provided
- Mail name generation cards to Phoenix Marketing on Monday
- Complete and submit final contest Wrap Up forms to CCE
- Report to CCE club response and activity to date

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CALENDAR OF EVENTS

	EC MEETING	SET UP	SET UP	1ST PRELIM	2ND PRELIM	CLUB FINALS	REGIONAL
NORTHERN	July 13 NEW YORK	Aug. 29 - 31	Sept. 5 - 7	Sept. 12, 13, or 14	Sept. 19, 20, or 21	Sept. 26, 27, or 28	Oct. 11 CLEVELAND, OH
SOUTHWEST	July 20 DALLAS, TX	Sept. 5-7	Sept. 12 -14	Sept. 19, 20, or 21	Sept. 26, 27, or 28	Oct. 3, 4, or 5	Oct. 17 ALBUQUERQUE, NM
SOUTHEAST	July 27 TAMPA, FL	Sept. 12 - 14	Sept. 19 - 21	Sept. 26, 27, or 28	Oct. 3, 4, or 5	Oct. 10, 11, or 12	Oct. 25 CHARLOTTE, NC
MIDWEST	Aug. 3 CHICAGO	Sept. 19 - 21	Sept. 26 - 28	Oct. 3, 4, or 5	Oct. 10, 11, or 12	Oct. 17, 18, or 19	Nov. 1 INDIANAPOLIS, IN
WEST COAST	Aug. 10 PHOENIX, AZ	Sept. 26 - 28	Oct. 3 - 5	Oct. 10, 11, or 12	Oct. 17, 18, or 19	Oct. 24, 25, or 26	Nov. 8 TUCSON, AZ
						NATIONAL FINALS	*Nov. 22* *DALLAS, TX*

Each local contest will be conducted within a five week time frame. As the Event Coordinator your schedule is reflected above.

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